


# Introduction to Nutrition Education

**CHS 456**

**Dr. Yara Almuhtadi**



A glowing yellow tent is pitched on a dark, rocky mountain peak at night. The tent's interior light is visible through the mesh, creating a warm, golden glow. The surrounding landscape is rugged and dark, with snow patches visible on the mountain slopes. The sky is a deep blue, filled with stars and a few wispy clouds. A bright, full moon is visible in the upper right corner of the sky.

**The way to get  
started is to quit talking  
and begin doing.**

**Walt Disney**

# Outline



- Introduction to nutrition education
- Definition of nutrition education
- The importance of nutrition education



Historically, food has always been an enduring feature of being human and its relationship to well-being has been a matter of importance.

Today, everyone is still interested in food and nutrition.

Chefs have become celebrities.

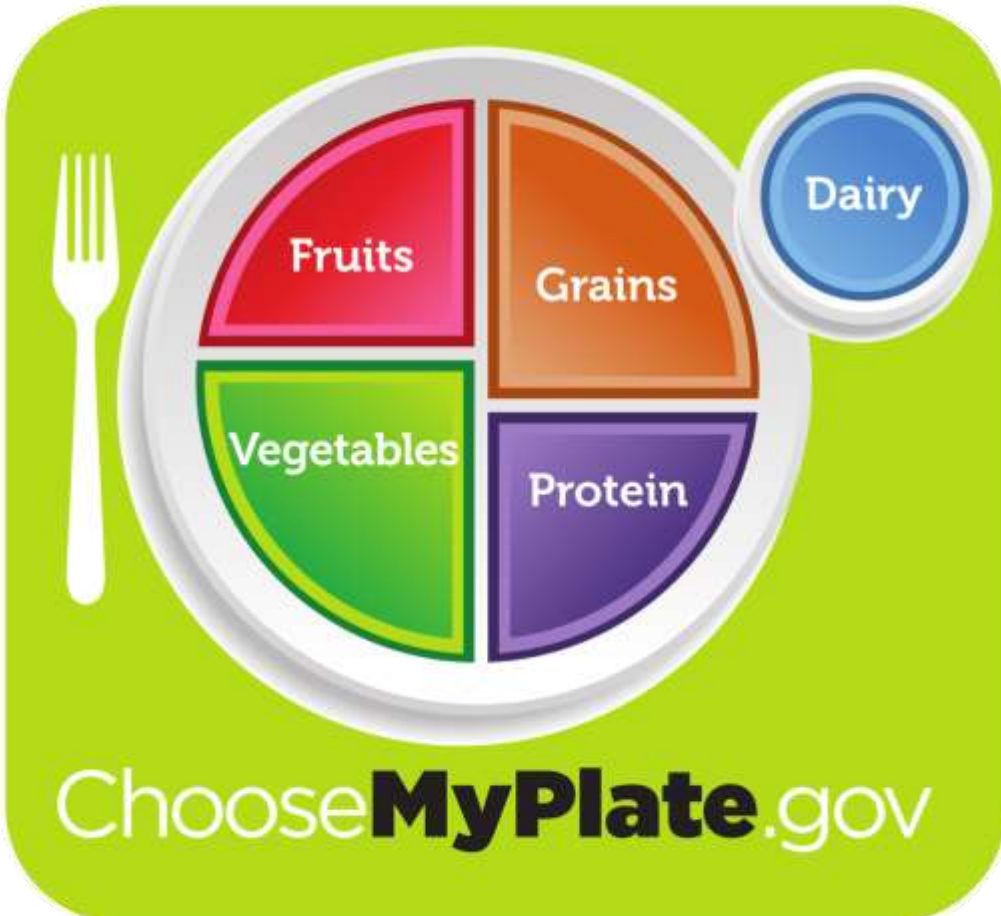
If media provides information of nutrition, Why do we need to educate people on nutrition?





The word "nutrition" sells ....Healthier food products

# How do we define nutrition education?



Any combination of educational strategies, accompanied by environmental supports, designed to motivate and facilitate voluntary adoption of food choices & other food-other nutrition-related behaviors conducive to health and well-being. It is delivered through multiple venues, involving activities at individual, institutional, community level and policy and social systems through collaborations, that support healthful choices.

**Combination of educational strategies:** Because many factors influence behavior, nutrition education needs to employ a variety of strategies and learning experiences that are appropriately directed towards these multiple influences/factors. Nutrition education focuses on enhancing health and facilitating solutions.

**Environmental support:** activities in the food, physical, sociocultural environments external to a person. Taking action and maintaining is more likely to happen if the environment is supportive. It involves different partnerships e.g. community leaders and organizations, supermarket, farmers market, workplace managers, etc.

# Is Nutrition Education an accurate term?

- The term is controversial and can be problematic, Nutrition Education can be seen as educating people about nutrients. But people eat foods rather than nutrients.
- The term should be “Food and Nutrition Education”.
- Instead, FAO uses “ Social and Behavior Change Communication (SBCC)” term.
- Contemporary Nutrition Education goes beyond these two words, and involves increasing individual’s motivation, abilities, and supportive environment to take action.



# Why is nutrition education important?



# Why is nutrition education important?

- The ultimate goal is to improve health and well-being.
- Dietary and physical activity levels are not optimal.
- The current food system is not good for the planet.
- Challenging food choice environment.
- Complex information environment.

# The ultimate goal is to improve health and well-being

- The double burden of malnutrition.
- Current eating patterns are associated with 4 of the 10 leading causes of deaths in developed countries and increasingly in developing countries.
- Althumiri et al. reported obesity prevalences by age group and sex, based on an interview with 4709 participants. The weighted national prevalence of obesity in Saudi Arabia in 2020 was estimated as **24.7%**.
- **WHO: 39% of adults aged 18 years and over were overweight in 2016, and 13% were obese.**
- Obesity is preventable.

- In the US, It has been estimated that diet and other social and behavioral factors such as smoking, sedentary lifestyles, alcohol use, and accidents account for nearly half of all the causes of death.
- Good news: combining nutrition education, community conditions of living, social structures, and policies can lead to improved health and better quality of life.
- Recommendations have been made for implementing national strategies to improve health and reduce disease: Dietary Guidelines for Americans & Physical Activity Guidelines for Americans.
- FAO provides a summary of 100 country guidelines.
- How about guidelines in **Saudi Arabia** ?

# Dietary and physical activity levels are not optimal

- The current eating patterns and physical activity levels is not adequate.
- Only 20 % of Americans meet their physical activity guidelines.
- Americans consume half of the recommended dietary intake for fruit and vegetable.
- Meat consumption is high.
- The Healthy Eating Index: a measure of diet quality used to assess how well a set of foods aligns with key recommendations and dietary patterns published in the Dietary Guidelines for Americans (Dietary Guidelines).
- **How is the case in Saudi Arabia?**



# The current food system is not good for the planet

- The food that we eat has cost that will be paid by future generations.
- The diet that contributes to overweight and obesity, relies on fertilizers, pesticides, fossil fuels, and packaging materials to produce. They also cause excessive greenhouse gas emissions.
- The use of plastic.
- Water is lost.

# Challenging food choice environment

- Food market changes: new items, availability and accessibility.
- Takeaways, food delivery app.
- Over 40,000 food items.



The logo for Hunger Station, featuring the words "HUNGER" and "STATION" stacked vertically in a bold, white, uppercase, sans-serif font. The text is set against a solid yellow square background.

# Complex information environment

- The complexity of food market makes choices challenging.
- The complex food environment requires nutritionally literate consumers.
- Learning to read food label facts is a key.
- People report to read food label, but not all really understand it.



# Quality Of Life Program

- The Quality-of-Life Program is one of the Saudi Vision 2030 Realization Programs. It was launched in the middle of 2018 with the strategic aim of improving the 'lifestyle' and 'livability' of individuals, families, and communities.

# Saudi Arabia approach: Saudi Green Initiative (SGI)



- SGI supports Saudi Arabia's ambition to reach net zero emissions by 2060 through the Circular Carbon Economy approach and is also accelerating the country's transition to a green economy. Three overarching targets guide SGI's work - emissions reduction, afforestation, and land and sea protection.



# Questions

